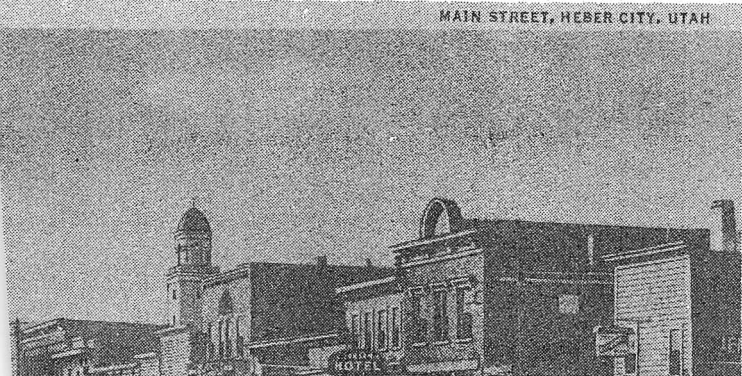


Jeff's Hotel, Ideal Theater on Main Street. —Submitted by Joyce Coleman Craig

MAIN STREET, HEBER CITY, UTAH





F. O. BUELL'S STORE.

Heber City in
 ction of tin-
 is knowledge
 ed his stock
 gan business
 branched out
 ough careful
 y his busi-
 ss until the
 aching out to
 the Reserva
 is mercantile

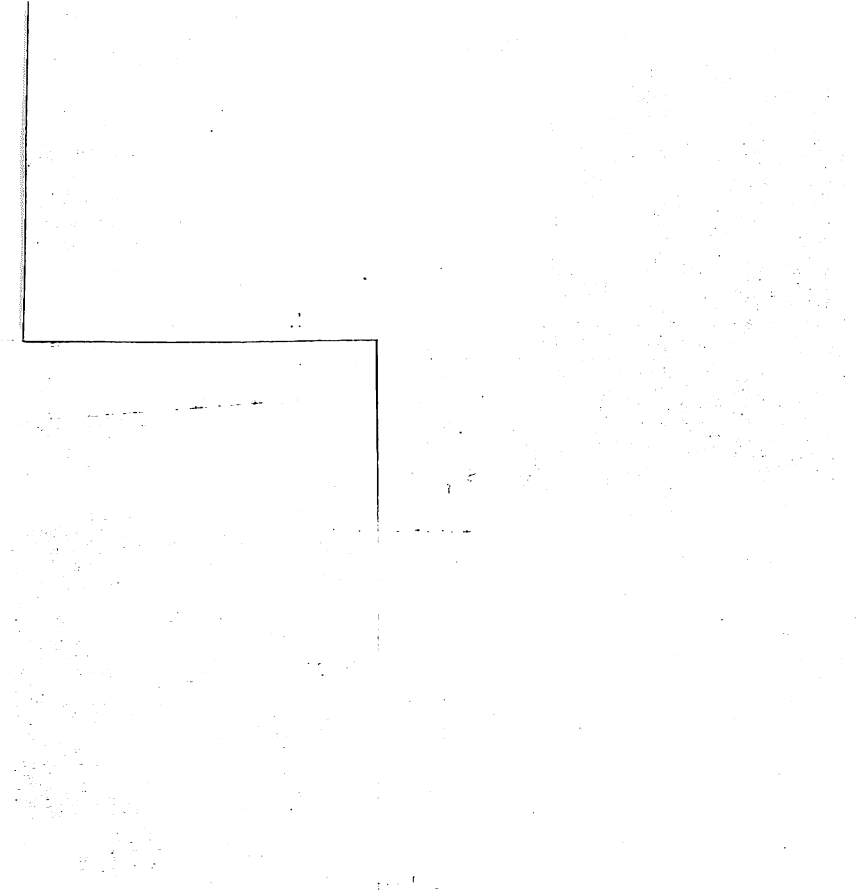
opened a shop on the present site of
 his store building and with a few
 boxes of candy began the ~~merchandise~~
 business in connection with his tin-
 smithing. He feels that he has met
 with many obstacles and some oppo-
 sition in his business career, but he
 has proved himself able to surmount
 the former and live down the later.
 A branch store has already been es-
 tablished at Stockmore with C. W.
 Phelps in charge which is receiving a
 fair share of the trade in that locality.
 Another branch to be known as the

Buell Mercantile Company, has been
 launched at Theodore with J. W.
 Meadows as manager. A two-story
 store building is now in course of
 erection at that place and according
 to arrangements will be finished and
 stocked before the beginning of the
 new year.

His trade at home has materially
 increased the past season and during
 the months of October and November
 of this year, his receipts were double
 what they were on the corresponding
 months of last year.



Frederick O. Buell





Hicken Barbershop, Seiter's Bakery, and Wasatch Meat Market, Sylvan Smith and Earl Smith, approximately 1927. —Submitted by Walter Seiter